



WBTV

ORDER

Print Date 09/13/12 Page 1 of 3

Flight Dates 10/23/12-10/29/12

Contract / Revision 820014 / NC CITS FOR PROGRESS

Original Date / Revision 09/13/12 09/13/12 Agency Com 15%

Advertiser Issue/Communication Work Billing Contact

1831 Chestnut St.
6th Floor
Philadelphia, PA 19103

Agency Shorr Johnson Magnes

Buying Contact

1831 Chestnut St.
6th Floor
Philadelphia, PA 19103Primary Account Executive
Dave Clark

Account Executive	Order%	Start Date	End Date
Dave Clark	100%		

Order Sep 00:15:00

Estimate #

Alt Order # 06313756

Billing Type Cash

Order Type Political

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes Agency Political Pol-Issue

Product Codes PL20

Priority P 3

Advertiser Ref

Order Share 31% Market Value 177774

Competing Station	% of Order	Amount
WAXN	2%	3555
WBTVn	%	0
WBTVt	%	0
WCCB	2%	3555
WCNC	27%	47999
WHKY	%	0
WJZY	%	0
WMYT	%	0
WNSC	%	0
WSOC	38%	67554
WTVI	%	0
WUNE	%	0
WUNG	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	24	\$36,044.25	\$42,405.00	0.00	10/01/12	10/28/12	24	\$36,044.25	\$42,405.00
November 2012	7	\$10,799.25	\$12,705.00	0.00	10/29/12	10/29/12	7	\$10,799.25	\$12,705.00
Totals	31	\$46,843.50	\$55,110.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	WBTV	10/24/12	10/26/12	WBTV News 530a WBTV News 530a	Comm	530-6a	--WTF--	:30	2	\$1,125.00	P 3	0.00	NM	2	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--WTF--		2				\$1,125.00		0.00			
E 2	WBTV	10/29/12	10/29/12	WBTV News 530a WBTV News 530a	Comm	530-6a	1-----	:30	1	\$1,125.00	P 3	0.00	NM	1	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	1-----		1				\$1,125.00		0.00			



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Contract / Revision **820014** Flight Dates **10/23/12-10/29/12**

Hiatus Dates

Original Date / Revision 09/13/12/ 09/13/12

Order Sep 00:15:00

Advertiser **Issue/Communication Worl** Product **NC CITS FOR PROGRESS** Estimate #

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WBTV	10/23/12	10/26/12	WBTV News 6a WBTV News 6a	Comm	6-7a	- TWTF - -	:30	4	\$1,400.00	P 3	0.00	NM	4	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	- TWTF - -	4		\$1,400.00		0.00						
E 4	WBTV	10/29/12	10/29/12	WBTV News 6a WBTV News 6a	Comm	6-7a	1 - - - - -	:30	1	\$1,400.00	P 3	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	1 - - - - -	1		\$1,400.00		0.00						
E 5	WBTV	10/23/12	10/23/12	CBS AM Network News Comm The Early Show	Comm	7-9a	- 1 - - - - -	:30	1	\$1,080.00	P 3	0.00	NM	1	\$1,080.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	- 1 - - - - -	1		\$1,080.00		0.00						
E 6	WBTV	10/29/12	10/29/12	CBS AM Network News Comm The Early Show	Comm	7-9a	1 - - - - -	:30	1	\$1,080.00	P 3	0.00	NM	1	\$1,080.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	1 - - - - -	1		\$1,080.00		0.00						
E 7	WBTV	10/28/12	10/28/12	WBTV News Sun 6:30p Comm WBTV News Sun 630p	Comm	Sun 630p-7p	- - - - - 1	:30	1	\$450.00	P 3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	- - - - - 1	1		\$450.00		0.00						
E 8	WBTV	10/23/12	10/26/12	WBTV News 430a WBTV News 430a	Comm	430-5a	- TWTF - -	:30	1	\$325.00	P 3	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	- TWTF - -	1		\$325.00		0.00						
E 9	WBTV	10/23/12	10/26/12	WBTV News a 5:30p WBTV News at 530p	Comm	M-F 530p-6p	- TWTF - -	:30	4	\$2,450.00	P 3	0.00	NM	4	\$9,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	- TWTF - -	4		\$2,450.00		0.00						
E 10	WBTV	10/29/12	10/29/12	WBTV News a 5:30p WBTV News at 530p	Comm	M-F 530p-6p	1 - - - - -	:30	1	\$2,450.00	P 3	0.00	NM	1	\$2,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	1 - - - - -	1		\$2,450.00		0.00						
E 11	WBTV	10/23/12	10/26/12	WBTV News at 6p WBTV News at 6p	Comm	M-F 6p-630p	- T - - F - -	:30	2	\$2,900.00	P 3	0.00	NM	2	\$5,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	- T - - F - -	2		\$2,900.00		0.00						
E 12	WBTV	10/29/12	10/29/12	WBTV News at 6p WBTV News at 6p	Comm	M-F 6p-630p	1 - - - - -	:30	1	\$2,900.00	P 3	0.00	NM	1	\$2,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	1 - - - - -	1		\$2,900.00		0.00						
E 13	WBTV	10/23/12	10/26/12	Millionaire Millionaire	Comm	M-F 730p-8p	- TWTF - -	:30	4	\$1,350.00	P 3	0.00	NM	4	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	- TWTF - -	4		\$1,350.00		0.00						
E 14	WBTV	10/29/12	10/29/12	Millionaire Millionaire	Comm	M-F 730p-8p	1 - - - - -	:30	1	\$1,350.00	P 3	0.00	NM	1	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	1 - - - - -	1		\$1,350.00		0.00						
E 15	WBTV	10/23/12	10/26/12	WBTV News at 11p WBTV News @ 11p	Comm	11p-1135p	- TWTF - -	:30	4	\$2,400.00	P 3	0.00	NM	4	\$9,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						



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Order Sep 00:15:00

Advertiser **Issue/Communication Worl** Product **NC CITS FOR PROGRESS** Estimate #

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 15	WBTV	10/23/12	10/26/12	WBTV News at 11p WBTV News @ 11p	Comm	11p-1135p	- TWTF - -	:30	4	\$2,400.00	P 3	0.00	NM	4	\$9,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	- TWTF - -	4				\$2,400.00			0.00			
E 16	WBTV	10/29/12	10/29/12	WBTV News at 11p WBTV News @ 11p	Comm	11p-1135p	1 - - - - -	:30	1	\$2,400.00	P 3	0.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	1 - - - - -	1				\$2,400.00			0.00			
E 17	WBTV	10/28/12	10/28/12	WBTV Sun News at 11p WBTV 11p News /Sun	Comm	11-11.35p	- - - - - 1	:30	1	\$2,100.00	P 3	0.00	NM	1	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	- - - - - 1	1				\$2,100.00			0.00			
Totals														31	\$55,110.00